

# Supermarkets in Ireland

March 2024

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### Supermarkets in Ireland - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Performance of supermarkets improves in 2023, but challenges remain SuperValu commemorates the 10th anniversary of Food Academy partnership Tesco focuses on store expansions and revamps

#### PROSPECTS AND OPPORTUNITIES

Healthy growth for supermarkets expected over the forecast period Eurospar invests in maintaining market share growth Strong focus on sustainability from the leading supermarkets

#### CHANNEL DATA

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